

IN SUPPORT OF OUR STRATEGIC PLAN,

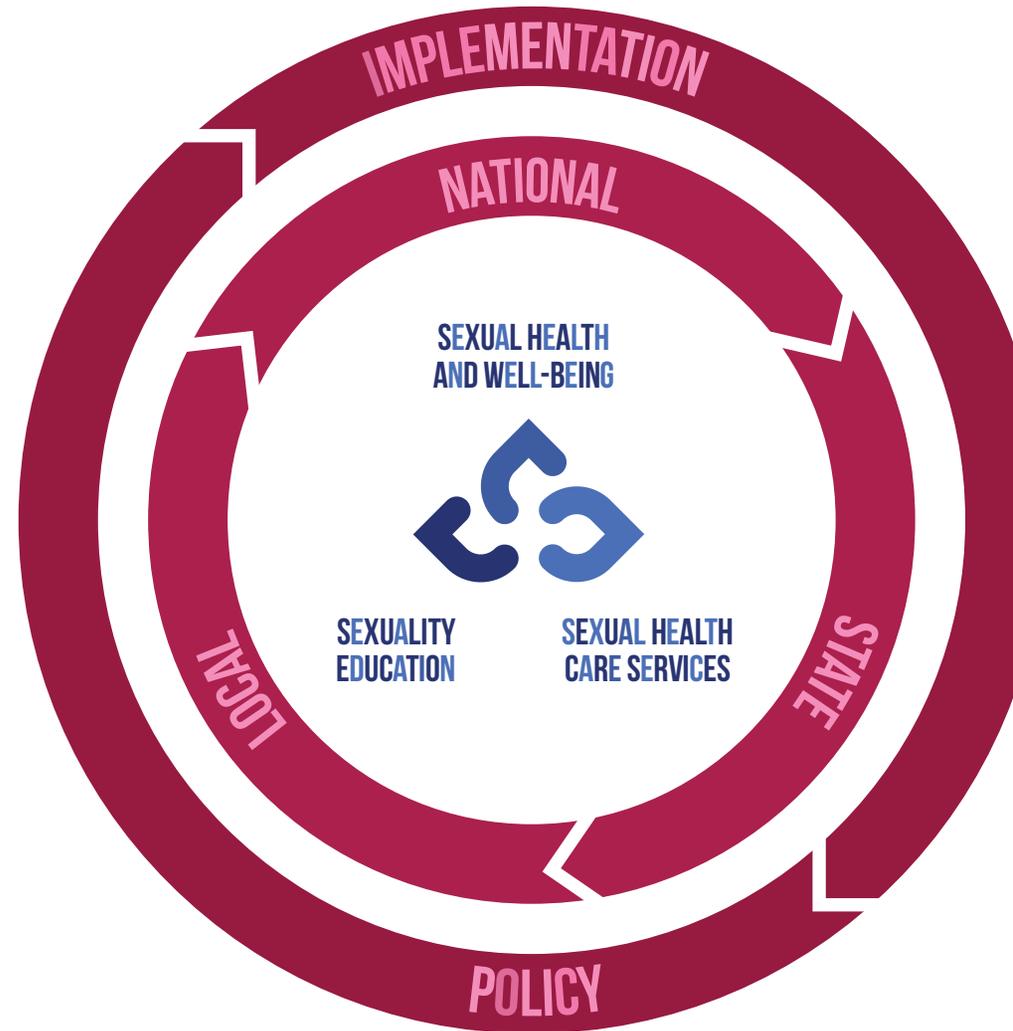
SIECUS' programmatic, policy, and advocacy efforts are focused under three strategic priorities for the period 2012—2016:

Strategic Priority 1: Sexual Health and Well-Being

Strategic Priority 2: Sexuality Education

Strategic Priority 3: Sexual Health Care Services

We are addressing each of these strategic priorities by leveraging our position at the nexus of policy and implementation.



Though the year began with uncertainty leading up to the October 1, 2013 federal government funding showdown and the subsequent 17-day shutdown, SIECUS worked with congressional offices, the administration, and colleagues to move our agenda forward through our relationship-building, education, and advocacy efforts.

ADVANCING COMPREHENSIVE SEXUALITY EDUCATION THROUGH LEGISLATION

SIECUS led efforts to encourage the introduction and cosponsorship of two vision bills in the 113th Congress.

- The *Real Education for Healthy Youth Act* (REHYA), sponsored by Congresswoman Barbara Lee (D-CA-13) and the late Senator Frank R. Lautenberg (D-NJ), garnered 66 House cosponsors—exceeding the previous Congress—and six Senate cosponsors. The bill would support programs to provide young people with the comprehensive sexuality education they need to make informed and healthy decisions about their sexual health.
- The *Repealing Incomplete and Ineffective Abstinence-Only Programs Act* (Repeal Bill), also sponsored by Congresswoman Lee, closed with 26 cosponsors supporting the repeal of the Title V abstinence-only-until-marriage (AOUM) program and the reprogramming of the \$50 million into the Personal Responsibility Education Program (PREP).

SIECUS ON CAPITOL HILL

SIECUS directly met or corresponded with over 120 targeted House offices and 23 Senate offices in FY 2014. In addition, key action alerts and resources were shared broadly across congressional offices.



DECEMBER 2013

*SIECUS on Capitol Hill with
the AIDS Budget and
Appropriations Coalition*

FEDERAL POLICY PARTNERSHIPS

Through active participation in multiple coalitions and partnerships, SIECUS supported numerous efforts to improve federal policies related to sexuality education, reproductive health and rights, LGBTQ rights, and high-quality sexual health care services, primarily through sign-on and comment opportunities. We submitted suggested language, signed, or lent our endorsement to 30 letters or comments this year.

SIECUS led or worked with the following national coalitions:

- Sex Education Coalition
- Federal AIDS Policy Partnership
- AIDS Budget and Appropriations Coalition
- HIV Prevention Action Coalition
- LGBT Lobbyists
- Student Health Advocacy Coalition

SIECUS led partner sign-on comments in response to the Federal Register notice of proposed data collection professional development tools within DASH for "Assessing Education Agency Staff Perceptions of School Climate and Youth Access to Services." The comments were submitted with the support of 25 organizations. SIECUS facilitated the DASH-requested follow-up conference call with many of these organizations.

SIECUS provided national, state, and local partners with timely updates to keep them informed of the funding negotiations in Congress and their impact on the federal programs SIECUS monitors and supports.

SIECUS also provided partners with alerts regarding Congressional action on PREP, federal funding, and policy updates on activity related to sexual health.



MARCH 2014

SIECUS participating in the rally to support the ACA's no-cost contraception coverage

STATE PARTNERSHIPS TO SUPPORT COMPREHENSIVE SEXUALITY EDUCATION POLICIES AND FIGHT AGAINST ABSTINENCE-ONLY-UNTIL-MARRIAGE PROGRAMS

In Minnesota, SIECUS provided analysis of legislative language seeking to advance statewide comprehensive sexuality education. Working with both local advocates and state officials, SIECUS identified areas of concerns, shared new language suggestions, and coordinated the sharing of resources.

SIECUS partnered with advocates from Mississippi to publish a report, released in February 2014, detailing the progress made since the implementation of the new sexuality education law, HB 999. *Sexuality Education in Mississippi: Progress in the Magnolia State* looks at the sexual health and behaviors of teens in the state, breaks down the new sexuality education policy, and outlines the progress and challenges after the first year of implementation of the policy. Press outreach yielded coverage in *RH Reality Check* and *ThinkProgress*.

TRAINING AND RESOURCES

State Summit VIII: In June 2014, SIECUS, Advocates for Youth, and Planned Parenthood Federation of America held State Summit VIII in Washington, DC, training approximately 100 sexuality educators and policy advocates from across the nation. SIECUS facilitated the opening plenary and joined Advocates for Youth in co-presenting a plenary titled “Sex Education Landscape and Trends.” SIECUS also developed the materials and led the planning and logistics for the State Summit VIII Hill Day, where 62 participants held 63 meetings on Capitol Hill to educate and/or advocate for sexuality education policies and program funding.

SIECUS State Profiles: A Portrait of Sexuality Education and Abstinence-Only-Until-Marriage Programs in the States: The *SIECUS State Profiles* is the most comprehensive publication of its kind detailing federally-funded sexuality education, sexual health initiatives, and abstinence-only-until-marriage programs. The information included feeds and advances the work of national organizations as well as state and local groups to promote policies, support funding, and expand and strengthen programs. We published the 10th annual *SIECUS State Profiles*, Fiscal Year 2012 Edition in May 2014 and the Fiscal Year 2013 Edition (11th) in September 2014.

Sexuality Education Standards Throughout the United States: A Strategy for Impact: SIECUS researched sexuality education standards in all 50 states, compared them to the *National Sexuality Education Standards* and the *Guidelines for Comprehensive Sexuality Education: Kindergarten through 12th Grade*, and mapped a schedule of opportunities to influence state and city-level sexuality education standards. We also worked with partners in Massachusetts, Washington, and Washington, DC, states that are in different stages of revising their state health and sexuality education standards. SIECUS’ President and CEO presented on the findings outlined in our report, *Sexuality Education Standards Throughout the United States: A Strategy for Impact*, for Working to Institutionalize Sex Education (WISE) grantees and funders, and also shared our findings with CDC-DASH.

STATEWIDE TRAININGS

In Missouri, SIECUS delivered two advocacy presentations to local advocates in St. Louis on Missouri’s current state laws and policies to help them develop new strategies for ensuring all young people in Missouri receive comprehensive sexuality education. A total of 45 educators, advocates, community-based organizations, and department of health employees took part in the professional development trainings.

Further, SIECUS participated in AIDS United’s Southern REACH (Regional Expansion of Access and Capacity to Address HIV/AIDS) convening in North Carolina by leading a session on advocacy efforts for comprehensive sexuality education in the Deep South. The session was attended by 18 advocates from community-based organizations representing the states of Alabama, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee.

STATE POLICY COALITIONS, WORKGROUPS, AND COLLABORATIONS

SIECUS serves on several state and local coalitions as a voice for comprehensive sexuality education and to ensure the advancement of sexuality education in states and communities. We participated in monthly calls and meetings with national colleagues of the State Strategies Collaboration working on state-based sex education policy to discuss plans for the 2014 state legislative sessions, identify priority states, and share relevant policy updates, strategies, and collaborative opportunities. SIECUS also served on the Executive Committee of the Connect 2 Protect Bronx Coalition, as a member of the Sex Ed Alliance of New York City (SEANYC), and as a member of the State LGBTQ Strategies Coalition.



MARCH 2014

SIECUS delivering an advocacy presentation in Missouri.

ENSURE THE IMPLEMENTATION OF HIGH-QUALITY SEXUALITY EDUCATION PROGRAMS

In May 2014, after three years of community mobilization and advocacy efforts, the School Board of Broward County (Florida) - the nation's 6th largest school district with over 260,000 students - unanimously passed one of the most comprehensive sexual health education policies in the nation. Starting with the 2014-2015 school year, sexual health education in Broward schools is finally medically accurate, age-appropriate, and being taught to students.

In Nevada, SIECUS assisted advocates in their effort to promote the *National Sexuality Education Standards* in local school districts. Advocates convinced Lyon County to abandon its use of an abstinence-only curriculum and are working with stakeholders to replace the program as well as pass a policy to ensure that instruction is medically accurate, inclusive, and as comprehensive as possible. SIECUS was also invited by Nevada's Clark County School District - the nation's 5th largest with over 300,000 students - to facilitate community input into the future of their sexuality education curriculum.

SIECUS was invited by the New York City Department of Education - the nation's largest school district with over 1 million students - to advise on selection of a recommended sexuality education curriculum for its middle schools. SIECUS participated in quarterly meetings of the Sex Ed Alliance of New York City (SEANYC) throughout the year and provided feedback and strategic advice to SEANYC efforts to encourage the adoption of the *National Sexuality Education Standards* by the New York City Department of Education.

CONSIDERING SIECUS' WORK IN BROWARD COUNTY (FL), CLARK COUNTY (NV), AND NEW YORK CITY (NY), WE'VE PLAYED A MAJOR ROLE IN SHAPING THE IMPLEMENTATION OF SEXUALITY EDUCATION IN THE NATION'S 1ST, 5TH, AND 6TH LARGEST SCHOOL DISTRICTS, SERVING A COMBINED TOTAL OF OVER 1.5 MILLION YOUTH.

In Pennsylvania, SIECUS met with the Pennsylvania Department of Education (PDE) to help select 15 priority school districts (out of a total of 500) for intensive capacity-building on advancing Exemplary Sexual Health Education (ESHE). SIECUS provided ongoing technical assistance to the PDE as it selected 15 priority school districts and shared information and offered guidance on ESHE to be implemented by each of the districts. SIECUS worked with over 50 school health professionals from across Pennsylvania. SIECUS also provided consultation to the School District of Philadelphia to advise the district on resources for developing a cadre of trainers for ESHE. Finally, SIECUS delivered the keynote address for Temple University Harrisburg's second annual Adolescent Sexual Health Conference, addressing over 100 statewide professionals on the topics of ESHE in Pennsylvania and the *National Teacher Preparation Standards for Sexuality Education*.



JUNE 2014

SIECUS presenting on the National Teacher Preparation Standards in Pennsylvania

TRAINING AND RESOURCES

Centers for Disease Control and Prevention, Division of Adolescent and School Health (CDC-DASH): Under its cooperative agreement with CDC-DASH, SIECUS collaborated with two other nongovernmental organizations to develop a toolkit of professional development resources on what DASH calls 'Exemplary Sexual Health Education' (ESHE)—sexuality education that is medically-accurate, age-appropriate, engaging for learners, and taught by well-trained teachers. Tools include fact sheets, research updates, and slide sets for use by state and local education agencies to cultivate ESHE stakeholders among teachers, school administrators, policymakers, parents, and youth.

Trainings and Resources for State Partners: SIECUS delivered trainings and provided resources to develop and implement sexuality education programs in the following states:

- In Florida, SIECUS convened two clustered technical assistance calls for grantee programs of the Competitive Personal Responsibility Education Program (C-PREP). The two calls engaged 10 community educators and program managers who implement evidence-based interventions. The first call taught participants how their programs can respond to teens' challenging questions about sexual orientation and gender identity; the second taught participants how to market their programs to teens, parents, community partners, funders, and policymakers.
- In New York, SIECUS:
 - presented the rationale for comprehensive sexuality education at New York University at a class entitled "The Culture Wars." Over 100 students attended the presentation, which included a counter-presentation by an abstinence-only-until-marriage program (Healthy Respect, Program Reach Inc.)
 - provided a professional development session to The Children's Aid Society team of 14 New York City community educators.
 - met with representatives of the Harlem Children's Zone to propose potential collaboration for developing a new sexual health education program.
 - facilitated a professional training of trainers for the New York City Department of Health and Mental Hygiene. SIECUS modeled best practices for 25 trainers in the department's programs in prevention of HIV, STD, viral Hepatitis, Tuberculosis, alcohol/other drug use, and adolescent pregnancy.
- In Virginia, SIECUS exhibited at the annual conference of the Virginia Association of School Nurses providing SIECUS materials to over 125 school nurses from across the state. In addition, SIECUS planned a three-day professional development training with Planned Parenthood of Southeastern Virginia (PPSEV). SIECUS facilitated a training on sexual orientation and gender identity for the affiliate's community educators, a community forum on the *National Sexuality Education Standards* for agency staff and school district representatives, and training on social determinants of sexual health for the affiliate's clinicians, counselors, administrators, and educators. SIECUS also worked with PPSEV to survey parents of local students in Virginia Beach on their support for comprehensive sexuality education. The poll was conducted in June 2014 and results confirmed overwhelming parental support for sexuality education in Virginia Beach.

Beyond Bullying: SIECUS continued to work with Teachers College, Columbia University and its academic partners on implementing the Beyond Bullying project to engage students, school personnel, and parents at three metropolitan high schools across the United States to gather stories about LGBTQ sexuality and distill themes into policy recommendations for legislators. Recruitment of schools was completed in December 2013 and the researchers began gathering student/stakeholder stories in Spring 2014.

JANUARY 2014 *SIECUS facilitating a training at PPSEV*



MAY 2014 *Beyond Bullying project team site visit, New York City*

EDUCATION AND ADVOCACY RESOURCES

SEXUALITY EDUCATION CONTROVERSY MONITORING AND REPORTING

SIECUS continued to track opposition to and controversies about sexuality education, with special emphasis on the growing anti-Common Core movement. This national movement, led by right wing extremists, has attempted to sexualize the Common Core State Standards by conflating them - in a deliberate effort to mislead parents and policymakers—with the *National Sexuality Education Standards* in press releases, blog posts, email distribution lists, social media, and other channels.

SIECUS UPDATES

This year, SIECUS published and widely disseminated:

- 21 updates on key federal and state sexuality education-related policy issues.
- 21 Community Action Updates on sexuality education-related controversies.
- 12 Research Updates from recent peer-reviewed journals.
- an annual report of sexuality education-related controversies for the 2013-2014 school year.
- a fact sheet on condoms and a fact sheet on SIECUS' policy priorities.
- four fact sheets supporting comprehensive sexuality education and federal adolescent sexual health promotion, a federal program summary sheet, and fact sheets on both REHYA and the Repealing Ineffective and Incomplete Abstinence-Only Program Funding Act.

CREATE AND IMPLEMENT A MULTI-MODAL COMMUNICATIONS STRATEGY THAT BRANDS US AS A LEADER ON SEXUAL HEALTH AND WELL-BEING

SIECUS implemented our communications strategy with specific messaging and outreach efforts for the respective advocates, educators, and supporters we target. We sought out high-impact opportunities that allowed SIECUS' president to communicate the organization's key messages on its strategic priorities. For example, this year, the SIECUS president:

- attended and presented a federal/state policy update presentation at the annual grantee meeting of the Working to Institutionalize Sex Education (WISE) Initiative.
- attended and delivered a presentation at the New York City Future of Sex Education meeting.
- guest lectured at New School University.
- guest lectured for the School-Based Sexuality Education course at Widener University.
- led a workshop providing a snapshot of federal and state sex education policy and implementation at the National Sex Ed Conference.
- was contracted by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) to provide a symposium and a skills-building session focused on the U.S. experience in preparing teachers to teach sexuality education during the First Annual Thai Conference on Healthy Sexuality. Following the conference, SIECUS delivered a two-day training to 50 hand selected Thai professionals on sexuality education, the SIECUS *Guidelines for Comprehensive Sexuality Education, K-12*, and preparing teachers to implement sexuality education.

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Kelsey Van Nice	State Strategy Coordinator

FISCAL YEAR 2014 STATEMENT OF INCOME AND EXPENSES

For the Year Ending September 30, 2014,
with comparative totals for 2013.

INCOME

PUBLIC SUPPORT

Individual Contributions and Bequests	\$ 215,593	\$ 225,760
Special Events	\$ 0	\$ 41,745
Foundation and Organizational Grants	\$ 980,000	\$ 482,500
CDC Agreement	\$ 29,958	\$ 169,757
TOTAL PUBLIC SUPPORT	\$ 1,225,551	\$ 919,762

EARNED INCOME

Honoraria	\$ 8,612	\$ 26,802
Publications	\$ 3,916	\$ 12,619
Interest	\$ 308	\$ 1,340
Miscellaneous	\$ 2,781	\$ 13,041
TOTAL EARNED INCOME	\$ 15,617	\$ 53,802
TOTAL INCOME	\$ 1,241,168	\$ 973,564

EXPENSES

Education and Training	\$ 304,458	\$ 345,127
Public Policy and Advocacy	\$ 347,888	\$ 284,853
Administration	\$ 168,947	\$ 139,412
Fundraising	\$ 214,512	\$ 199,373
TOTAL EXPENSES	\$ 1,035,805	\$ 968,765

NET INCOME AND EXPENSES	\$ 205,363	\$ 4,799
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Unrestricted Net Assets, Beginning of Year	\$ 126,214	\$ 331,577
Change in Net Assets	\$ 205,363	\$ 4,799
Unrestricted Net Assets, End of Year	\$ 331,577	\$ 336,376

